**adidas Turns Your Smartphone Into**

**A Personal Coach**

 **Herzogenaurach, August 1, 2010 –** adidas miCoach, the personal and real-time audible training system, takes its offering to the next level with the introduction of the miCoach app featuring sports-specific training programmes designed to coach sports and fitness enthusiasts, amateurs and professionals alike.

With the new miCoach app, adidas extends its personal coaching programme for running and introduces specific conditioning programmes for Football, Tennis, American Football and Basketball. The miCoach app, using GPS for active real-time pace-based coaching and location tracking, makes the adidas miCoach platform available to millions of smart phone owners via the option to download at selected app stores including iTunes and Blackberry App World from August 1, 2010 onwards.

“The introduction of the miCoach app and sports-specific training plans was the natural next step to bring miCoach to an even wider audience. At adidas we work with the world’s best coaches and athletes and we wanted to share this knowledge and experience with our consumers to inspire and to help them reach their personal goals,” says Bernd Wahler, Chief Marketing Officer of adidas Sport Performance. “Our service approach is unique and sets new standards in terms of personalisation in the entire sporting goods industry.”

adidas has worked with some of the world's finest athletic coaches, athletes and teams when developing the miCoach app and the sports-specific training plans including renowned athletic trainer Mark Verstegen, founder and director of the Athletes’ Performance Institute (API) training and sport research centre. In addition, adidas worked closely with the Spanish National Team, FC Bayern Munich, AC Milan as well as athletes like Reggie Bush and Jessica Ennis.

“Coaching is essential to improving as an athlete – no matter what your sport. Whatever your goal is, a coach can help you improve. miCoach has a plan designed specifically to make you faster in football. You don’t get faster by just running long distances, or running sprints, it takes interval training specifically designed to optimise football performance and miCoach provides a pretty cool plan to make you a better you,” commented Reggie Bush

The miCoach app allows smart phone users to turn the phone into a personal coach: pace triggered voice coaching, personalised and sports-specific training plans, workout calendar, navigator and workout feedback are some of the features. The miCoach app syncs automatically with the intelligent website micoach.com offering six documented training plans for each sport and the option to create personalised conditioning programs. On micoach.com the training programmes are tailored to the personal fitness level and goals allowing to monitor, manage and analyse progress over time.

With the launch of the miCoach app, adidas unveils its new global campaign “miCoach says”. The new campaign celebrates coaching and the pre-season conditioning programme of some of the world’s best athletes including Andy Murray, Reggie Bush, Derek Rose and Jessica Ennis. “miCoach says” is developed by global advertising agency 180 Amsterdam and its digital arm Riot and includes TV, print, digital and mobile executions.

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**adidas miCoach app highlights:**

* All-in-one device: your music, coach, workout calendar, navigator and phone
* First app to offer real-time, GPS-triggered voice coaching to color keyed pace zones based on a personal assessment workout
* First app to offer sports-specific workout plans
* Fully customisable so athletes of all levels can create personalised conditioning programmes to meet fitness level and goals
* Instant workout feedback with graphs and maps to review and share
* Monitors, manages and analyses progress over time
* Syncs wirelessly with micoach.com so all data is safely stored online
* Updates continuously with coaching content tailored to your training needs
* Shoe tracking and alerts to keep you at your best and avoid injury
* Indoor coaching only mode for use in the gym
* Available in multiple languages

**adidas miCoach.com** – intelligent website that is central to the miCoach personal coaching service. miCoach users can select goal-based training plans for various sports. The website allows tracking progress over time, comparing individual statistics and workouts over time as well as sharing results via the online community.

**adidas miCoach Pacer** –a small, lightweight device that delivers real-time audible coaching as you exercise via headphones or combined with your own MP3 player or smartphone. During your run, the miCoach Pacer verbally coaches you (i.e. speed up to green zone, slow down to blue zone, etc.) to ensure that you are staying within your targeted heart rate zone and keep you running at the right personal level based on its interaction between the adidas Heart Rate Monitor and adidas Stride Sensor.

**adidas miCoach Zone** – easy-to-read colour-code display provides accurate, real-time coaching on your wrist. Used in conjunction with the adidas Heart Rate Monitor or the miCoach app.

**adidas miCoach Heart Rate Monitor** – provides accurate feedback about your workout performance. It relays your workout information to the miCoach Pacer or miCoach Zone which then ensures you're not pushing yourself too hard or too little on your run.

**adidas miCoach Stride Sensor** – clips directly to shoe laces or inside adidas adiStar and Supernova shoe models featuring a cavity under the sockliner of the left shoe. The Stride Sensor provides detailed data about your unique stride rate, distance and pace and relays that information back to the miCoach Pacer device.

**About adidas:**

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport.

For further information visit [www.adidas.com/micoach](http://www.adidas.com/micoach) or [www.press.adidas.com](http://www.press.adidas.com) or contact: